



Municipality projects

- Hard Rock Hotel São Paulo

Demographic data (IBGE)

Estimated population [2020]

12.325.232 people

Demographic density [2010]

7.398,26 hab/km²

Average monthly salary of formal workers [2018]

4,1 minimum wage

Working population [2018]

47,1 %

School enrollment rate from 6 to 14 years of age [2010]

96 %

GDP per capita [2018]

R\$ 58.691,90

Territorial unit area [2020]

1.521,110 km²

Adequate sanitation [2010]

92,6 %

Afforestation of public roads [2010]

74,8 %

Urbanization of public roads [2010]

50,3 %

Biome [2019]

Atlantic Forest

IBEU - Urban Wellbeing Index

IBEU - 0.812

Mobility- **0.623**

Environmental- **0.883**

Housing - **0.832**

Services - **0.958**

Infrastructure - **0.769**

Tourism Governance Institutions

- Municipal Secretariat for Economic Development, Labour and Tourism
- São Paulo Municipal Council of Tourism

Tax collection (2020)

IPTU

R\$ 11.572.653.680,59

ISS

R\$ 17.854.007.364,33

Tourism service providers registered in CADASTUR (1° / 2021)

Tourist guides

1462

Tourist camps

1

Tourism agencies

4064

Accommodation means

339

Thematic parks

5

Tourist carriers

495

Concert halls

13

Convention centers

12

Nautical Tourism and Sport

Fishing

5

Entertainment, Leisure and

Water Parks

23

Car rental

127

Event organisers

782

Infrastructure services for events

525

Tourist segments

654

Food and drinks

491